



ST-Communication Covid-19, Situation June 2020	
<b>Situation</b>	<p>Travel within Switzerland is now possible again. Within the next few weeks, travel to Switzerland from European countries will be possible more and more. In addition, touristic attraction such as mountain railways, boats, panoramic trains and zoos will be able to open starting June 6. Restaurants, Hotels and Museums are open already, observing strict health and safety restrictions. The touristic summer season in Switzerland has started! These communication guidelines will help you to determine which kind of communication is possible and appropriate at which moment.</p>
<b>Core message</b>	<p><b>“We need Switzerland”</b>                      With immediate effect we’re using the key visual of the recovery-campaign (awareness phase) with the universal core message: <b>“We need a vacation – we need Switzerland”</b>.                      All communication tools are being adapted to the recovery campaign. Market specific (language-)adaptations are possible.                      Besides the core message and the recovery campaign, ST is informing about <b>the current status of openings and safety measures</b>. The pandemic situation itself is neither communicated nor commented on.                      “Dream now – travel later” is no longer to be used. The new message will work as an inspiration for markets not able to travel yet as well.</p>
<b>Communication platforms</b>	<p><b>E-mail signature:</b> The global e-mail signature has been unified and adapted to convey the message <b>“We need a vacation – we need Switzerland”</b>.</p> <p><b>Landingpage MyS:</b> With regard to travel information and epidemiological statements, we (strictly) refer to the FOPH, while a new overview <b>“What is opening and when”</b> is prominently displayed on all websites globally.</p> <p><b>Social Media:</b> Starting June all content is adapted to the new campaign and core message. The hashtag to be used is <b>#IneedSwitzerland</b>.</p> <p><b>Newsletters:</b> With the awareness phase, B2C as well as B2B newsletters are possible without any restrictions, taking into account the specific situation in each market.</p> <p><b>Media:</b> With the awareness phase, KMM can be executed as done before Covid-19. Nevertheless, the pandemic situation is neither communicated nor commented on.</p>
<b>Concerns</b>	All ST-staff worldwide, Swiss tourism industry
<b>Validity</b>	Replaces guidelines from March 2020, valid until further notice
<b>Date, Author</b>	28.05.20/MB